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EMPLOYEES FACTORS OF MOTIVATION IN SERI STAMFORD COLLEGE KEPONG

By
POH WAI NEY

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ABSTRACT

Motivation is a set of energetic forces that comes from within and outside of the individual’s being in order to establish work-related behaviours and to determine the form, direction, duration and intensity of these behaviours. As such, it becomes a factor that exerts a driving force on our actions and work and also becomes an important element in the productivity of employees. Therefore, the performance of the employees is highly concerned by the employer to achieve high performance and job commitment. The employees who are demotivated and lack of commitment can bring a negative effect to the learning platform in the education industry. In other words, the employees’ attitudes will bring effect towards the students in the classroom who are in the process of learning. This will impact the future of the children. Therefore, the correlation between the motivation factors of the employees and job commitment and the ranking of the motivation factors of the employees were able to determine and analyse Stamford College’s scenario. This study focused on the employees at Stamford College which is academic and non-academic staff to answer the questionnaire. These questionnaires contained 3 part sections where the first section covered the 6 independent variables, second section covered the job commitment and third section covered the demographic area. The questionnaire distributed to the employees at Stamford College, Kepong on sampling basis. The results from the study showed that the ‘promotion’ factor is the most important factor to motivate the employees. The results also showed that the motivation factors and job commitment have strong positive relationship and the coefficients between motivation factors and job commitment has shown that it is consistent with the hypotheses of having a significant relationship. Even with a positive relationship between motivation factors and job commitment, due to the limitations faced in this research, further research and more population has been included in the future study for better results and may want to focus on other existing types of motivations.

Keywords: Motivation, Job commitment, Interest work, High wages, Promotion, Recognition
ABSTRAK


Kata kunci: Motivasi, Komitmen kerja, Gaji tinggi, Kerja yang menarik, Pengiktirafan, Kenaikan pangkat
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Thank you

Poh Wai Ney
College of Business
University Utara Malaysia
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LIST OF ABBREVIATION

SPSS  -  Statistical Package for Social Sciences (version 18)
CHAPTER 1: INTRODUCTION

1.1 Introduction

One of the crucial elements for the success of the company is their employees as they are vital in the operation of a company. With a rapidly changing economy, majority of the companies faced with pressures and fluctuation in current world.

As such, education sector is affected due to the increase of the high expectation of the fresh graduates in the aspect of skills and knowledge. Therefore, higher institutions are facing various challenges in order to equip the graduates with the right skills, attitudes and competencies that are required by the current corporate world (Amen, 2014). The employees of the higher institutions including academician and non-academician are also pressured from various stakeholders. As a result, the employees’ job performance is affected.

Based on Matthieu and Zajac (1990), in order to increase the job performance, employees must be ensured that they are committed to their job. Job commitment can be elaborated into three aspects; firstly, the employee must be determined to remain as part of the college; secondly, the willingness to sacrifice time and energy for college; and thirdly, uphold the values and goals of the college (Becker et al., 1995).

With them focusing and dedicate to their work, this increases the productivity of the college. Employees who are committed will improve the performance of the college. However, it will only be short term if no incentives or any other benefit given to employees and eventually they become less committed. Incentives and other benefits are considered as a form of motivation where it will drive the employees to achieve some specific goals. (Nadeem Iqbal et al., 2013) With motivation, employees are
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REFERENCES


